

THE CHRISTOPHERS

12 EAST 48TH STREET, NEW YORK, N.Y. 10017 • TELEPHONE 212-759-4050

January 25, 1974

Dear Mr. Drasnin:

Once again, congratulations! You have been chosen to receive a Christopher Award for "You and the Commercial."

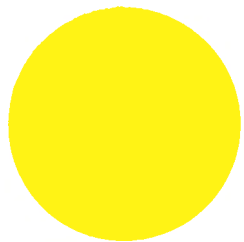
We will present the awards at a cocktail reception here at The Christopher Center, 12 East 48th Street, at 6 P.M. on Thursday, February 28th. We hope that you can be with us. Last time, you inquired about guests -- please feel free to invite whom you wish.

We look forward to seeing you again, but if you are unable to attend you may wish to ask someone to accept the award in your name or you may prefer that we invite someone from CBS to "do the honors" for you.

God bless you, Mr. Drasnin!



FATHER RICHARD ARMSTRONG, M.M., DIRECTOR • MR. WILLIAM J. WILSON, ASSOC. DIRECTOR



CHRISTOPHERS



FATHER KELLER: The Christophers were founded by Father James Keller, M.M., in 1945 as a call to millions of individuals whose actions are needed to change the world for the better. For the past ten years, Father Richard Armstrong, M.M., has been associated with every phase of Christopher activity. He became director of The Christophers in 1969.

THE CHRISTOPHERS—A REFLECTION

An idea

as old as the hills of Galilee

as fresh as today's headlines

as deep as the profoundest searchings of the human heart

as simple—and difficult—as the words "love one another"

An affirmation

of the basic dignity of mankind

the importance of each person

the individual's positive impact on the world

A response

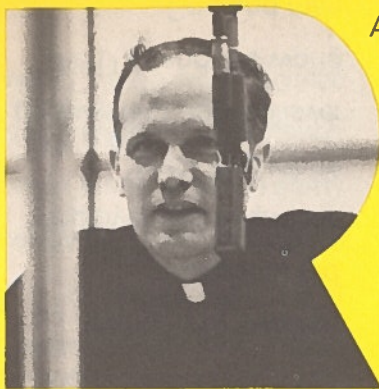
to the restless and widespread search for meaning
the disparities between destitution and affluence
the shadows of conflict that threaten our society
the often unspoken yearning for completion in God

A call

for more love, less denunciation
more constructive action, less complaint
greater understanding, less divisiveness
more humble service, less self-seeking
a world more nearly resembling the
community of people that God intended it to be



CHRISTOPHER NEWS NOTES:
Nearly 1,250,000 copies are sent out free of charge 7 times a year. Working with Father Armstrong on the writing of the News Notes are Jeanne Glynn, co-producer for television, and William Wilson, associate director of the Christophers. Each issue costs \$40,000 to print and mail. Annual expense: \$280,000.



A conviction

that the world can be changed—for the better
that government should be responsive to those it serves
that our youth deserve the best teachers and schools
that labor and management can work together for the common good
that the public has the right to factual, objective and balanced
information from all the media of communications
that too little of this will come about until the average person
takes it upon himself to contribute his best to public life
—instead of withdrawing into a shell of unconcerned privacy

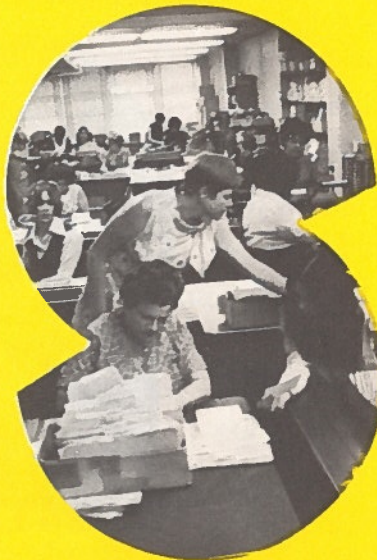
RADIO SPOTS: Every two months 60 one-minute spots called "Christopher Thoughts for Today," are recorded. These are scheduled by 2,200 stations every day of the year. In addition, 615 stations carry weekly quarter-hour programs, and 67 television stations use one-minute "Christopher Thoughts." Annual expense: \$40,000.

A venture in communication
 between man and woman
 parent and children
 young and old
 employer and employee
 black and white
 believer and non-believer
 the U.S. and the world
 God and man

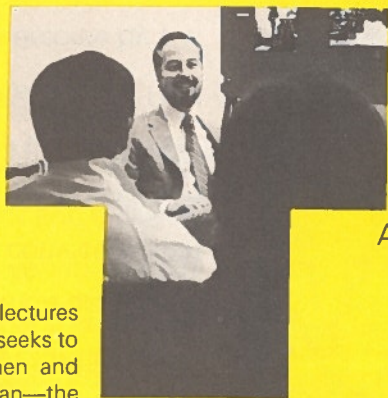


CHRISTOPHER CENTER: Within a 12-block radius of this compact, modern building are headquarters of large corporations, publishing houses, advertising agencies, educational institutions, broadcasting companies, newspaper syndicates, wire services and national magazines. Practically at our doorstep, these organizations affect the thought processes of millions of people throughout this country and the world. We are here because they are there.

A movement
 that believes in the above principles
 (larger than you may think in outreach
 smaller in terms of office staff)
 held together by common dedication
 to the conviction that
 "it is better to light one candle
 than to curse the darkness"
 spurred by the admonition of the Apostle Paul
 "be not overcome by evil
 but overcome evil with good"



WORKING STAFF: Our office staff numbers about 35 men and women, with tasks that include opening, processing and answering 5,000 pieces of mail weekly . . . distribution of television films . . . shipping of books, News Notes and other literature . . . editorial preparation for all types of Christopher media outlets.



SPECIAL EVENTS: Through seminars, lectures and film festivals, the Christopher idea seeks to have a beneficial influence on the men and women who work in mid-Manhattan—the headquarters for so many organizations whose decisions affect the world. Above, at a special screening for college students of film, Eugene Jones, producer-director of "A Face of War," discusses "Integrity in Film-making."

A proof

backed by a quarter-century of experience
that people welcome and act upon positive
suggestions for changing the world
when these are realistic and offered in love
that if the importance of "doers" is stressed
"donors" will not be lacking



AWARDS PRESENTATION: Annual Christopher Awards honor producers, directors and writers for films, TV shows and books affirming "the highest values of the human spirit." One script writer's reaction: "In my writing I have always tried to stress the positive side of man's potential. This award strengthens my determination to continue writing from an affirmative point of view."

A promise

for the coming 25 years
that there will be no let-up in our determination
to overcome violence with non-violent love
to offer constructive approaches to modern issues
with all the fairness, honesty and forcefulness
we can muster
that our faith in humanity
our hope for its destiny
our love for each member of our lone planet
will encounter God's grace
active in the hidden recesses of millions of human hearts

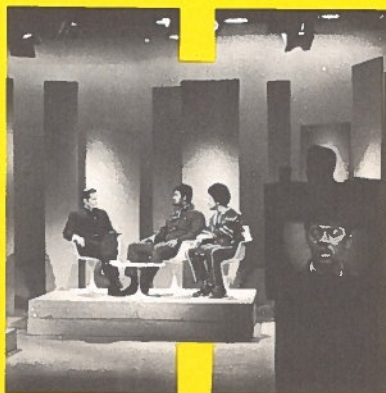
COMMUNICATION COURSES: Under Robert L. Montgomery, sessions at the Christopher Center help people to develop skills for the effective communication of ideas. Shown above, a special class of international students, United Nations and consular personnel whose positive impact on the world can be far-reaching. Annual net cost: \$20,000.



A challenge

to bring about a world
that is more harmonious
less divided
more just, peaceful and loving
less self-righteous
a little more the way God's Son
came to make it
when He trod
those dusty
hills of Galilee

CHRISTOPHER TV SERIES: Millions have the opportunity to view the weekly "Christopher Closeup" on 236 stations throughout the U.S. and on the Armed Forces Network. It focuses on men and women who are shaping tomorrow's world—today. Annual expense: \$200,000. Stations provide \$5,000,000 in free air-time, giving us a yield of \$25 for every dollar spent.



An opportunity

for all men who really care
about this world and its people
to ground themselves in divine truth
to act with personal responsibility
to focus their unique skills and experience
on some of the pressing questions
of our time
that cry out for solutions
to build the kind of future
that our children have a right to inherit

An invitation

to leave the world better
for your having been in it
to make your contribution like
the claims adjuster who refuses to leave his slum neighborhood
so that he can work for better housing for its residents
the police guard at a public school who spends his own time
and money for the benefit of neglected teenagers
the housewife who leads a movement to patronize theaters
that show thoughtful and family films



CHRISTOPHER BOOKS: Beginning with "You Can Change the World," volumes by the Christophers now total 27. Copies in print exceed two million. Christopher leadership manual has been translated into Spanish, Portuguese, Japanese, Chinese while English editions have been published in India and the Philippines.

the government official who does not lose patience
in the pursuit of meaningful arms reduction
the writer who endures lean years to make
a positive contribution to television
the parents who communicate to their children the joys
as well as the hardships of public service
the businessmen who cooperate with union leaders to provide
job-training and advancement for the hardcore unemployed
the men and women who live up to their everyday responsibilities
with fidelity, cheerfulness and a sense of mission



NEWSPAPER COLUMN: "Three Minutes a Day" column appears in 62 daily newspapers, including the Detroit News, St. Louis Globe-Democrat, New Orleans States Item, Syracuse Herald Journal, Quincy Patriot Ledger. The column is distributed by McNaught Syndicate, 60 E. 42d St., New York, N. Y. 10017.



The effectiveness of the Christopher movement will ultimately be measured by what millions like you, here and abroad, do to put love in action. The renewal of society can begin with you. If we can be the spark, then our purpose will have been fulfilled.

Millions of people like you
are our reason for existence
without your prayer
action and financial support
the Christophers could not long endure.
Our aim in the next 25 years (1970-1995)
is to measure up to what you expect of us
and to meet the challenges
God has in store for us all.

CHRISTOPHER ENDOWMENT FUND: To protect the continuity and expansion of projects on a long-range basis, we have been urged by friends to build up a modest Christopher Endowment Fund. A reserve fund covering 25 per cent of our \$800,000 annual budget would provide the necessary protection.

TAX-DEDUCTIBLE: The Christophers, Inc., is a non-profit organization. Gifts are deductible from taxable income according to both federal and state laws.

WHEN MAKING YOUR WILL . . . Please remember the future of Christopher work. A simple wording such as this is sufficient for bequests: "I give and bequeath to The Christophers, Inc., the sum of \$. to further the aims of the Christopher movement."

Copies of this brochure (#182) may be obtained in quantity for an offering of \$4 per 100, \$17 for 500 and \$30 per 1000.

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THE CHRISTOPHER AWARDS

Christopher Awards are presented annually to directors, producers and writers whose works are representative of the best network television specials, feature-length motion pictures and books. Each award winner receives a bronze medallion inscribed with the Christopher motto: "It is better to light one candle than to curse the darkness."

These awards are aimed at recognizing individuals who have used their talents constructively, in the hope that they - and others - will continue to produce high quality works that promote sound values.

Decisions of the judges are based on three considerations: the work must affirm the highest human and spiritual values; it must be artistically and technically proficient; and it must have received a significant degree of public acceptance.

Rather than merely condemning works of questionable merit, there is greater need than ever to recognize and support books, television programs and motion pictures that provide a realistic but hopeful view of man and his world. The Christopher Awards are an effort to replace fault-finding with positive action.

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FOR IMMEDIATE RELEASE

CHRISTOPHER AWARDS HONOR

TV SPECIALS, MOVIES AND BOOKS

Frank Sheed & Maisie Ward Receive Special Awards

New York, February 28, 1974. . . Seventy-three producers, directors and writers received Christopher Awards tonight for their achievements in the fields of television, film and books. In all, 17 television specials, 3 films and 15 books were cited during a reception at the Christopher Center, 12 East 48th Street, New York City. Special awards were also presented to Frank Sheed and Maisie Ward for their outstanding contribution to religious publishing.

Award winners were selected on the basis of their affirmation of the highest values of the human spirit, artistic and technical accomplishment and a significant degree of public acceptance of the work.

Father Richard Armstrong, M.M., director of The Christophers, explained the purpose of the awards: "We hope these awards will encourage even more individuals to use their God-given talents to continue to provide high quality literature and entertainment for general audiences."

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(LIST OF WINNERS ATTACHED)

TELEVISION AWARDS

ABC NEWS CLOSEUP: FOOD: GREEN GROW THE PROFITS - Producer/Writer, James Benjamin;

Director, Al Niggemeyer. (ABC)

APPOINTMENT WITH DESTINY: PEARY'S RACE FOR THE NORTH POLE - Executive Producer,

Warren V. Bush; Producer/Director, Robert Guenette; Writer, Theodore H. Strauss. (CBS)

B.J. AND EDDIE OUTWARD BOUND - Producer/Writer, Robert Siegenthaler; Director,

Walker Stuart. (ABC)

BILL MOYERS' JOURNAL - "AN ESSAY ON WATERGATE" - Editor-in-chief, Bill Moyers,

Executive Producer of Series, Jerome Toobin; Producer of this program, Martin Clancy; Director, Jack Sameth. (WNET)

CBS REPORTS: YOU AND THE COMMERCIAL - Executive Producer, Perry Wolff; Producer/

Director/Writer, Irv Drasnin. (CBS)

A CHILD'S CHRISTMAS IN WALES - Executive Producer, Herman Krawitz; Producer,

Robert Weiner; Director, Joshua White. (CBS)

A CONVERSATION WITH DR. ABRAHAM JOSHUA HESCHEL - Executive Producer, Doris Ann;

Producer/Director, Martin Hoade; Producer for the Jewish Theological Seminary, Milton Krents. (NBC)

THE FORBIDDEN CITY - Producer, Lucy Jarvis; Director, Tom Priestley; Writer,

Sidney Carroll. (NBC)

IF THAT'S A GNOME...THIS MUST BE ZURICH - Producer, Reuven Frank; Director, Mike

Gavin; Writer, Lloyd Dobyns. (NBC)

I HEARD THE OWL CALL MY NAME - Executive Producer, Roger Gimbel; Producer/Director,

Daryl Duke; Writer, Gerald Di Pego. (CBS)

A MAN WHOSE NAME WAS JOHN - Executive Producer, David Victor; Producer, David J.

O'Connell; Director, Buzz Kulik; Writer, John McGreevey. (ABC)

TELEVISION AWARDS (CONTINUED)

THE MAN WITHOUT A COUNTRY - Producer, Norman Rosemont; Director, Delbert Mann;

Writer, Sidney Carroll. (ABC)

NEW HOPES FOR HEALTH (M.I.T. SCIENCE SERIES #6) - Executive Producer, James Benjamin;

Producer/Director/Writer, Mort Silverstein. (ABC)

ROOKIE OF THE YEAR - Producer, Danny Wilson; Director, Lawrence S. Elikann; Writer,

Gloria Banta. (ABC)

THE SELFISH GIANT - Producer, Murray Shostak; Producer/Director, Peter Sander. (CBS)

STREET OF THE FLOWER BOXES - Producer, Suzette Tapper; Producer/Director/Writer,

David A. Tapper. (NBC)

THE AMERICAN HERITAGE: THE WORLD TURNED UPSIDE DOWN - Executive Producer, Warren V.

Bush; Producer/Director, Robert Guenette; Writer, Al Ramrus. (ABC)

MOTION PICTURE AWARDS

FAMILY

"Tom Sawyer" (Readers' Digest Productions)

Producer, Arthur P. Jacobs; Director, Don Taylor; Music and Lyrics, Richard M.

Sherman and Robert B. Sherman.

ADULTS AND ADOLESCENTS

"Bang the Drum Slowly" (Paramount Pictures)

Producers, Maurice and Lois Rosenfield; Director, John Hancock; Writer, Mark

Harris.

"The New Land" (Warner Brothers)

Director/Writer, Jan Troell; Producer/Writer, Bengt Forslund.

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ADULT BOOKS

- Erma Brenner, A New Baby! A New Life!, illustrated by Symeon Shimin. (McGraw-Hill)
- Hope Chamberlin, A Minority of Members - Women in the U.S. Congress. (Praeger)
- Sharon R. Curtin, Nobody Ever Died of Old Age. (Atlantic-Little, Brown)
- Allen F. Davis, American Heroine: The Life and Legend of Jane Addams. (Oxford)
- Barbara Howes, editor, The Eye of the Heart - 42 Great Short Stories by Latin American Writers. (Bobbs-Merrill)
- Kenneth Koch, Rose, Where Did You Get That Red? (Random House)
- A. W. Reed, Myths & Legends of Australia, illustrated by Roger Hart. (Taplinger)
- Dougal Robertson, Survive the Savage Sea. (Praeger)
- Ronald B. Taylor, Sweatshops in the Sun - Child Labor on the Farm. (Beacon)

BOOKS FOR YOUNG PEOPLE

- N. M. Bodecker, It's Raining Said John Twainig - Danish Nursery Rhymes.
(Atheneum: A Margaret K. McElderry Book) - pre school
- Martha Alexander, I'll Protect You from the Beasts. (Dial) - ages 5-8
- Carol Fenner, Gorilla, Gorilla, illustrated by Symeon Shimin. (Random House) -
ages 5-8
- Dr. Michael Fox, The Wolf, illustrated by Charles Frace. (Coward, McCann &
Geoghegan) - ages 8-12
- Kristin Hunter, Guests in the Promised Land. (Scribners) - ages 12 and up
- Robert A. Liston, The Right to Know - Censorship in America. (Franklin Watts) -
ages 12 and up

SPECIAL CHRISTOPHER AWARDS

FRANK SHEED & MAISIE WARD - for their outstanding contribution to religious publishing.

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